ORDER

KLAS

Orders

Order / Rev:	37750		
Alt Order #:	08889349		
Product Desc:	HELLER/SENATE/REP		
Estimate:			
Flight Dates:	10/31/12 - 11/06/12	Primary AE:	Mike Jones
Original Date / Rev:	10/25/12 / 10/25/12	Sales Office:	K-WAS
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	**Strategic Media Services**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K St. NW	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**Heller, Dean R-USS**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PO1	Order Separation:	00:15:00
Priority:	LV2	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	5	$1,500.00	$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	5	$1,500.00	$1,275.00	0.00
Totals	5	$1,500.00	$1,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$1,500.00
Market	100%	$5,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$1,250.00
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$250.00
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	8	10/31/12	11/05/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M-WTF--	:30	3	$225.00	LV2	0.00 NM	3	$675.00
	NEWS													
	Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 3	Rate $225.00	Rating 0.00							
2	8	10/31/12	11/05/12	Ellen Ellen	CM	3-4p	M-WTF--	:30	1	$375.00	LV2	0.00 NM	1	$375.00

Order / Rev: 37750
Alt Order #: 08889349
Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean R-USS
Product Desc: HELLER/SENATE/REP
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	ELLEN													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/31/12	11/06/12	M-WTF--	1	$375.00	0.00								
E 3	8	10/31/12	11/05/12	8 News Now 4p M-F	CM	4-5p	M-WTF--	:30	1	$450.00	LV2	0.00 NM	1	$450.00
				8 News Now 4p M-F		(4:30 PM-5:00 PM)								
	NEWXS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/31/12	11/06/12	M-WTF--	1	$450.00	0.00								
												Totals	5	$1,500.00